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Memorandum

TO: Bay Area Toll Authority

DATE: February 27, 2008

FR: Executive Director

W. I.

RE: Toll Violation Enforcement Strategies

At the Committee's January 2008 meeting, staff provided an update on toll violation statistics and proposed violation enforcement activities for the state-owned toll bridges. Based on the discussion at that meeting, Committee members raised a number of additional strategies to examine to improve the enforcement of toll violations. The Committee directed staff to evaluate the feasibility of the enforcement measures and to provide the Committee with a program of enforcement activities to implement on the state-owned bridges.

Over the past month, in an effort to determine the most feasible and effective violation enforcement measures to implement, staff has had several discussions with the California Highway Patrol (CHP), Golden Gate Bridge, Highway and Transportation District (GGBHTD), and other toll agencies in California and throughout the country. Based on those discussions, we have found that the type of enforcement measures that staff and the Committee have identified are the types of measures that other agencies have implemented or are interested in pursuing.

We have developed a Violation Enforcement Implementation Plan (Attachment A) for Committee consideration. The plan includes strategies aimed at reducing "customer violations" (e.g. misreads of tags), reducing "true violations" (e.g. motorist that use the FasTrak®-only lanes, but do not have toll tags), and increasing our ability to collect payment from true violators. Based on a number of factors (e.g. resources, ability to implement, costs, effectiveness, etc.), the plan divides enforcement activities into three categories:

- Immediate-term measures, which include enforcement activities that will be partially or fully implemented within the next 6 months.
- Short/Medium-term measures, which include enforcement activities that will be partially or fully implemented within 6 to 12 months.

- Further Assessment activities, which mostly include enforcement measures that need additional discussion and evaluation.

We believe that in total, the immediate-term measures identified in Attachment A will be an effective start to reducing tag misreads and true violations. After implementation, we will monitor each of the activities to determine their effectiveness. For many of the violation activities, the Committee will be requested to take additional actions in regards to revisions to the adopted FasTrak® business rules or for contracts with third parties to provide required services.

Additionally, Attachment B includes charts showing 1) the level of true violations in FY 2007-08 as compared to FY 2006-07, and 2) violation collection rates for the past year. As can be seen from the charts, true violation rates in FY 2007-08 have remained steady as compared to a year ago and violation collections continue to rise due to payments from Department of Motor Vehicle registration holds.

Recommendation

We recommend that the Committee approve the Toll Violation Enforcement Implementation Plan as outlined in Attachment A.

\Steve Heminger
Steve Heminger

Attachment A
Toll Violation Enforcement Implementation Plan
March 2008

Immediate-term Implementation (within 6 months)

Enforcement Measure	Notes	Cost	Implementation Schedule
Toll Tag Misreads			
1. Retune tag readers in all FastTrak®-only lanes.	BATA would contract with Sirit Corporation, the manufacturer of the lane antennas and toll tags, to perform lane tuning.	\$250,000	July 2008
2. Send email and statement reminders to customers to properly install tags		\$20,000	April 2008
True Violations/Payments			
3. Institute collections actions for motorists with outstanding violations	BATA staff is working with a collections agency and the FasTrak® CSC to develop rules and procedures for collections.	30% of collections	March 2008
4. Replace violation cameras and computer control system and install front cameras	Replaces current outdated violation system design (cameras, etc.). Project is underway and it is expected that the first installation will be in place in June 2008 and completed for all bridge in Spring 2009.	\$7.5 million	Underway (first install June 2008)
5. Implement CHP enforcement	Based on discussions between BATA and the CHP, the CHP is developing a plan to implement a toll plaza safety project, which will include officer enforcement of toll plaza vehicle speeds, seat belt requirements, and HOV violations.	\$0	April/May 2008
6. Conduct a public awareness campaign regarding toll violations	Other toll agencies have used marketing campaigns (radio, signs, etc.) to discourage violators.	\$250,000	May/June 2008
7. Develop "look-up" system with out-of-state DMVs	In an effort to identify toll violators that have out of state plates, this program would establish interfaces with DMVs in neighboring states to provide name and address information of violators.	\$60,000/year	August 2008
8. Implement automatic violation processing agreements with rental car agencies	Staff is in discussions with a third party provider that streamlines the violation noticing and collection process for motorists using rental cars.	TBD	September 2008

Attachment A
Toll Violation Enforcement Implementation Plan
March 2008

Short/Medium-term Implementation (6 to 12 months)

Enforcement Measure	Notes	Cost	Implementation Schedule
True Violations/Payments			
1. Replace all toll tags that are older than 5 years old	In an effort to replace toll tags that have failed batteries and are reading in the lanes, this program would replace all toll tags that are 5 or more years old.	\$3.0 million (FY 08-09)	December 2008
2. Improve violation policy signage at toll plazas	It is recommended to install permanent roadway signage at the toll plazas that better inform motorists of the potential penalties for toll violations.	TBD	December 2008
3. Introduce legislation to require the issuance of license plates or vehicle identifier plates at car dealerships	Based on discussions with the other toll agencies in California, there is interest in pursuing legislation during this session to require auto dealership to issue some type of vehicle identification license plate at time of purchase.	\$0	2008 Legislative Session

Further Assessment

Enforcement Measure	Notes	Cost	Implementation Schedule
Toll Tag Misreads			
1. Charge fees for excessive pay-by-plates	If customers have a high level of pay by plates (meaning their tag is not placed properly), a charge would be applied to their account.	TBD	TBD
True Violations/Payments			
2. Escalate violation penalties (beyond current policies) for motorists with multiple violations	GGBHTD stated that they did not have good results from an escalating penalty structure. It appeared that the penalties grew to a rate that discouraged motorist from paying the penalty. We recommend continuing to examine potential violation penalty rates.	TBD	TBD
3. Revise patron display messaging at toll plazas to indicate violation	We recommend implementing a new patron display, which could include toll/violation indicator lights with the implementation of a new toll collection system.	TBD	TBD
4. Introduce legislation allowing BATA to revoke the driver's license or impound/boot vehicles that have unpaid violations		TBD	TBD